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PUBLICATIONS

News Notes

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PRESTO CHANGE

Take any one of a number of 4-H bulletins on how to sew a fine seam. Let the necromancer cast his spell! And out of the hat comes--"Sew...the Needle is a 'Magic Wand.'"

At least that's what flashed through our mind as we looked at Wisconsin's new Circular 4-H 58. Your copy is enclosed through the cooperation of the Wisconsin Extension Service.

Of course, it isn't as simple as all that. So we asked Grace Langdon, Wisconsin's assistant agricultural editor, to tell us just how it was done. But before you read her account, make a comparison between this 1947 model extension bulletin and one of the more usual 4-H sewing manuals. Flip a few leaves of each as you go along.

Grace says, "The manuscript for this booklet was prepared by Miss Helen Pearson, of home economics extension. She has been greatly interested in the move toward simplification of literature for adults and young people alike. So she decided to write for the benefit of her own young niece. With this in mind, she read the material aloud to this young person and rewrote and revised wherever it seemed necessary for clarity.

"So the editorial office received a manuscript that was essentially 'easy to read' from the start. Miss Agnes Hansen of the 4-H Club department assisted in much of the planning of the booklet to adapt it to club needs.

"The pictures were worked out from actual sewing steps demonstrated to Byron Jorns, extension artist. He sketched each step in turn and also stressed the important points in each. (Ordinary photographs are difficult to use as they often fail to bring out the important idea.)

"The general lay-out of the booklet was planned by Jorns and Grace Langdon, and very careful type estimating done. The book was set in type and paged from the typed manuscript and lay-out (no galley proof used). It worked out with relatively few changes.

"The book was written for girls about 12 years old... Some simplification of the writing was done in the editorial office and such words as 'fabric' or 'textiles' changed to 'goods.' Style was changed from the impersonal to 'person-to-person' writing. A number of headings and subheadings were added to break up

the material into easier units. The theme idea of the magic wand was contributed by the editorial office; as well as other touches to give it greater interest and simplicity.

"Pictures were very carefully plotted so as to fit exactly where the text tells about that particular step. In that way there is no turning from page to page to find out where the picture is. That ordinarily means a loss of interest and understanding. Legends were unnecessary because the text explains exactly what the picture is about."

The bulletin is "Fleschtimated" at 6th-grade reading level.

Grace tells us that they are getting a number of enthusiastic comments on the bulletin and many requests from nonclub members and from mothers of girls of sewing age. She reports that the fictional flavor of the cover and of some of the other parts of the booklet have been particularly well received by young children.

Testimonial--Helen Stetzer, home demonstration agent at Eau Claire, says,

"The first year clothing bulletin 'Sew' is meeting with tremendous approval of the girls and leaders in our county. A week ago we had seven project helps meetings in which we, of course, gave help in clothing. All of the older girls wanted copies of the bulletin too. . . .

"Personally I think it's fine and I am so glad that the home economics part of club work has something as fine as the poultry, potato, and garden 4-H bulletins in agriculture."

And this reminds us that Grace Langdon's account of the makings of the new sewing booklet is a gross understatement of the key part that she herself played in making extension history with it. We think you'll probably want to put this booklet in the niche you have reserved for outstanding extension publications, including the pioneering poultry, potato, and garden manuals which have emerged from Andy Hopkins' department and the Langdon & Jorns magic wand.

HOUSING FOR HOUSE ORGANS

Are you putting out an Extension house organ--whether for your own staff or for farm people? Then maybe you'd like to get a good booklet on format, design, and typography--especially as related to house organs. We're suggesting a good one that you can get free of charge.

The booklet is "House Magazine Layout" and is published by the Champion Paper and Fibre Co., Hamilton, Ohio. We asked if it might be sent to extension editors. F. C. Gerhart, advertising manager for the company, says, "We . . . are glad to have you mention it in Publications News Notes. Kindly state that it is free upon request by those interested in industrial journalism." We'd suggest that you send your requests to the attention of Mr. Gerhart.

PAPER SHORTAGE FINDS EXTENSION ON THE BALL

Commenting on the scarcity of paper, Cal Anderson, Washington State extension editor, says, "The Story of Joe is printed on ham wrappers which we bought from Armour & Co.. We used the paper to give a little different effect from the regular style of publication.

Whether it is printed on ham paper or not, we think it's a pretty good extension folder. In few words, interesting cartoons, large type, and color, it highlights important points in raising certified seed. Other Washington farmers should find it fun to read about what Joe does to be a successful certified seed grower. The folder hits what is important to its purpose and leaves out the rest. Amy Cowing estimates that it is "fairly easy" reading--7th grade level--according to the Flesch readability formula.

Cal reports that credit goes to Mrs. Barbara Anderson (no relation), formerly of his staff. It was a letterpress job, and was put out in this style to attract the attention of possible new certified seed growers and to give a few hints to those already in the business. It was mailed by county extension agents to farmers on their mailing lists.

Next time, Cal, make ours ham on rye.

EAST MEETS WEST

Today's example of cooperation between States in putting out Extension publications is Vermont's "4-H for Health." A copy is enclosed.

It was adapted by Polly Rowe, Vermont assistant State 4-H Club leader, from an Iowa extension publication. Connecticut has obtained 5,000 copies, and Radie Bunn, Massachusetts extension editor, reported that he would have copies multilithed for Massachusetts.

We haven't seen the original Iowa version, but we certainly take our hats off to the Vermont editor with its "4-H goes to town" cover and its breezy, to-the-point text. The humorous cartoons tie in well with the written material. They have the finish and flair always evident in the work of Leone Jackson, Vermont Extension artist. The booklet shows how color can be used at little or no extra cost. Mrs. Cowing, of the Federal Office readability unit, estimates that it is 6th grade reading according to the Flesch formula. Mark us down as 6th graders, 'cause we go for it in a big way. And to Polly Rowe, who is in the hospital recuperating from polio, congratulations!

Speaking of cooperation between States, Kathleen Webb, the Green Mountain State's assistant extension editor, tells us that Massachusetts has obtained about 5,000 copies of Vermont's "4-H Clubs" and that Cornell has bought 10,000 copies of the cooperative New England 4-H bulletin, "As Others See You" (discussed in Publications News Notes for March 3). And Bill Ward and Radie Bunn inform us that Massachusetts has obtained 300 copies of Cornell's 4-H Bulletin 77, "Conserve our Soil, Forest, and Wildlife"--"after seeing your ad in Publications News Notes," Radie remarks.

NEW PLATE FOR MULTILITH

A plastic plate for use on multilith duplicators has been put on the market by the Duplicator Supplies Division of Remington Rand, Inc. The plate may be used for photographic reproduction. Or, it may be typed on or drawn on for direct reproduction. For this purpose special carbon paper is used. Information and literature on the new plate may be obtained from Remington Rand representatives.

THE SECOND LAP

The Georgia Cloverleaf, the Cracker State's 4-H Club monthly house organ, is entering on its second year of publication. We asked O. B. Copeland, Georgia Extension editor, to tell us what he and his associates think of the value of the publication now that it has passed the "bottle fed" stage.

He tells us that, "Before this publication was started we had no good way of getting news information to our club members. The response from club members has been gratifying.

"Each month we publish 6,000 copies and they are mailed to officers of community 4-H Clubs, county 4-H council officers, community, county and State 4-H Club advisers; the State 4-H Advisory Committee. . . . Georgia daily and weekly newspapers and radio stations, county and home demonstration agents. . . . bankers, directors and editors of other Extension Services, Georgia libraries, presidents of Georgia Farm Bureaus, and Georgia cooperatives.

"Cost of mailing this publication under the second-class privilege is approximately \$5 each month. So far we have been well pleased with this method of mailing. Our main problem has been keeping the mailing list up to date. Community 4-H Club officers change at least once a year and this means that cutting new address stencils is a pretty big job.

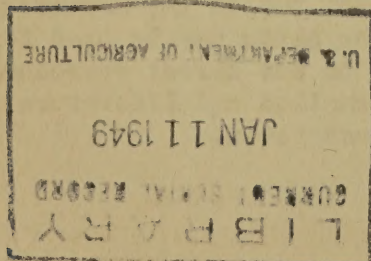
"County extension workers and 4-H Club members have been fairly active in covering local events for us and in sending in news material. We hope that this type of reporting will improve as time goes on. As a general rule, we are able to pick up a few good short items from county agent and home demonstration monthly reports, and we have tried to make most stories used in the magazine rather "brief."

O. B. and H. W. Field, assistant extension editor, furnished us with extra copies of the March and April issues, so that you may refer to them if you wish as you read this item. Mr. Field explains that the plan is to print the March and November issues each year in green ink--the first as a special issue for National 4-H Club Week and the second as a National 4-H Club Achievement Week issue. (We think, though, that the green ink does not work out too happily for the halftones and makes the small body type hard to read. A much darker ink would be better (see "4-H for Health," enclosed). Also, if colored ink is to be used for body type, easy reading would require larger type and more leading.)

But, to Georgia 4-H'ers, congratulations on your monthly paper and best for the years ahead!

WHICH IS BETTER, LETTERPRESS OR OFFSET?

We aren't going out on a limb on this one. But if you're interested in the pros and cons, see pages 36-38 of the July issue of Inland Printer for a many-faceted discussion.



Some manufacturers of materials have been named. There are, no doubt, other firms manufacturing equipment and products similar to those mentioned, and we do not wish to imply this Department's endorsement of certain firms to the possible detriment of others